Testing the Waters

Pilot Testing Your Program
Webinar Presented by the National Campaign to Prevent Teen and Unplanned Pregnancy
Katy Suellentrop
February 28, 2011
Objectives

- Increased knowledge of the steps needed to conduct a successful pilot test.
- Increased awareness of the importance of documenting all steps of their program pilot.
- Increased familiarity with examples of how other programs have used pilot tests to improve their program implementation.
- Increased awareness of key lessons learned for pilot testing a program.
Schedule for today

- General overview of pilot testing
- Specific examples from the field of lessons learned from pilot testing in various settings
- Q & A
What is a pilot test?

- Trial run
- Opportunity to try your program before full-scale implementation
- Can provide helpful information so that full-scale implementation goes more smoothly
A pilot test is not:

- Training for the facilitators
- Just a requirement to check off before focusing on the full-scale implementation
- A waste of time
Benefits of a Pilot Test

- Confirm readiness for full-scale implementation
- Opportunity to learn target population’s reaction to the program
Benefits of a Pilot Test

- Opportunity to help you determine how to allocate time and resources
- Can help ensure that you are well prepared to measure the success of the program
Before Your Pilot Test, You Should Have Already...

- Engaged a working group of community partners
- Conducted a needs assessment
- Selected your program
Before Your Pilot Test, You Should Have Already...

- Identified core components and activities of your program
- Hire and train staff
- Developed a work plan and timeline
Before Your Pilot Test, You Should Have Already...

- Selected a pilot test group
- Developed an evaluation plan and instruments
  - Including process and outcome measures and tools as well as fidelity monitoring tools
Tips to Keep in Mind

- Develop a system to monitor and capture what you learn from the pilot test
  - Consider:
    - Reflection time for facilitators to provide feedback
    - Participant satisfaction surveys
Tips to Keep in Mind

- Test your program according to plan first
  - Adjust if you need to (after you’ve pilot tested)
Tips to Keep in Mind

- Don’t get carried away
  - Remember the pilot test findings are preliminary and if you followed the pre-pilot test steps you shouldn’t have to make major changes to your program
  - What if the results suggest that you do need to make changes to your program?
    - Revisit your program logic model and talk to your project officer
Tips to Keep in Mind

- Share the good news and involve the community
Specific Examples

- Tonya Johnson
  - Baltimore City Health Department

- Shannon Sainer
  - Colorado Youth Matter
Maximizing Lessons Learned from Pilot Demonstrations
February 28, 2011

Tonya Johnson, CHES
Community Health Educator Supervisor
Adolescent and Reproductive Health
Baltimore City Health Department
Title X Programs

- Began 1970, Public Health Service Act
- Mission: provide individual comprehensive family planning and related health services
- Services: reproductive exams, contraception counseling and supplies, breast and cervical cancer screening, STI/HIV testing and prevention counseling, health education
Baltimore City Health Department
Adolescent & Reproductive Health Services—
Family Planning Clinics

- Sites: 3 primary locations, additional community sites
- Gender - 92% female
- Race/ethnicity- 82% African-American, 16% Latino, 2% Caucasian
- Current sources of funding: Title X, MD state support through the MD State Dept of Health and Mental Hygiene, and OPA HIV Integration Grant
Baltimore City Health Department
Adolescent & Reproductive Health Services
Healthy Teens and Young Adults Center (HTYA)

- Began 1990, one of 3 community centers
- Provides full reproductive health & education
- Partners with community-based organizations to implement evidence-based/informed curricula, such as *Making Proud Choices (MPC)*, *BART*, *Reducing the Risk*, and *Power Through Choices (PTC)*
Developing Programming for Marginalized Youth

- Community assessments supported the need to develop services for foster youth
- Researched existing curricula and selected *Power through Choices (PTC).*
- Connected with curriculum developers
- Identified a community-based (CBO) site where services to foster youth were provided
Preparing to Pilot Test

- Staff was identified to create teams
- Training was provided
- Teams adapted the curriculum (based upon ETR Associates Green/Yellow/Red Adaptations)
- Teams decided session logistics
Implementing the Pilot Test

- Curriculum sessions were scheduled immediately after a CBO required class.
- Food and participation incentives were provided.
- Teams documented sessions through feedback notes.
- Teams met periodically to discuss curriculum sessions.
Implementing the Pilot Test

- Pilot test was implemented with African American males and females, ages 14-19
- PTC curriculum was provided to 280 foster youth
- 60% completed all sessions, average session size, 7-10
Lessons Learned

- Know the target population and community.

- Partner with a CBO that has access to the target population. Do your homework!

- Develop facilitation teams with CBO partner to ensure commitment and buy-in to curriculum implementation

- Ensure that the logistics maximize the implementation of the curriculum
Lessons Learned

- Provide food for the participants and incentives. It keeps the participants motivated.
- Review session notes and feedback from facilitation teams
- Solicit feedback from participants
- Review facilitation team notes and participant feedback to determine if adaptation is needed.
Contact

Tonya Johnson, CHES
tonya.johnson@baltimorecity.gov
410-396-0087

Catherine Watson, MSW
cathy.watson@baltimorecity.gov
410-396-0842
The Pilot of ¡Cuídate! [Take Care of Yourself] HIV Prevention Program in a School

Shannon Sainer, MSW
Colorado Youth Matter
¡Cuídate! [Take Care of Yourself]

Overview

- Six 1-hour sessions focused on knowledge/skill-building for HIV prevention and partner/family communication.
- Latino youth ages 13-19 yrs. old
- Incorporates Latino cultural values, music, video and names in role plays
- Originally studied in after-school, community based organizations
Effectiveness: In two rigorous studies, it:
- Reduced: incidence of sex, # of sex partners, and frequency of unprotected sex
- Increased: use of condoms among sexually active youth

Colorado was 1 of 3 replication sites in the US during the CDC Replication Process for Effective HIV Prevention Programs
- 1 Denver area high school, 9th grade gym classes
Pre-Pilot Test Planning

- Curriculum was selected because:
  - Community need and fit
  - Timing & opportunity for collaboration
- Sought principal and key stakeholder buy-in
- Researched school, district, and state policies and procedures related to sexual health education
Pre-Pilot Test Planning

- Followed school, district, and state policies:
  - School Health Curriculum Review Committee Approval
  - Signed MOU with school to provide curriculum
  - Parental consent process (opt-in parental consent)
  - Parent information sessions on curriculum
Pre-Pilot Test Preparation

- Trained facilitators on curriculum
- Arranged class schedule, locale and recruitment process with school administrators/teachers
- Recruited students and collected parental consent
- Created evaluation tools and received approval for program use
Pilot Test Period

- Pilot tested curriculum and evaluation tools
- Used fidelity monitoring tools
- Implemented 6 times: 93 students
- After: Made adjustments to eval tools & curriculum when possible, based on feedback of students & facilitators.
Critical Lessons Learned: Pilot Testing Programs in a School

- **Get buy-in from school and community:**
  - Principal
  - Teachers
  - District personnel
  - Parents
  - Youth
  - Counselors
  - Health advisory committee
Critical Lessons Learned

- Ensure school capacity for implementation
- Follow policies and procedures to a “t”
- Prove the need for programming
- Provide incentives
- Train facilitators
- Stay on top of school calendar
A detailed description of our experience piloting ¡Cuídate! in a school setting can be found here:

Shannon Sainer, MSW

Director of Evaluation and Community Programs

**Colorado Youth Matter**

- 1650 Franklin St., Lower Level, Denver, CO 80218
- 303-225-8870 xt. 4
- ssainer@coloradoyouthmatter.org